

GRAINS FOR LIFE

Bread. It's Essential For... Fitness And Energy.

Wholesome Goodness and Common Sense

Healthy eating and balanced living is not complicated. It's common sense. The fact is, there are no quick fixes or fad diets that work in the long term. The best advice has been around for generations:

- Eat a variety of foods
- Avoid overindulging
- Get some exercise every day

It doesn't matter where the calories come from - fat, protein or carbohydrates - if we consume more than we expend, the remainder will be stored as fat.

Eat Right, Exercise Right

No healthy eating plan can be complete without physical activity. Most experts recommend moderate exercise - like walking - for 30 minutes a day. Too busy? It's OK, you can break that time down into smaller segments. Increased activity not only increases the number of calories we use, but it helps build and maintain strong bones and muscles.

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Bread. It's Essential For... A Healthy Start.

Wholesome Goodness and Common Sense

Healthy eating and balanced living is not complicated. It's common sense: simple, wholesome and delicious.

- Eat a variety of foods
- Avoid overindulging
- Get some exercise every day

While most of us know that we should consume a variety of foods, not many know that products made from enriched white flour can also deliver essential ingredients for healthy child development.

Folic Acid for Healthy Beginnings

White flour is enriched with the three major B vitamins (niacin, thiamin and riboflavin) and iron, equal to the amounts found in whole-grain kernels. Surprisingly, products made with enriched flour contain two times as much folic acid as their whole-grain counterparts. Some enriched products may also be fortified with calcium.

Since 1998, when folic acid fortification of enriched grains was mandated in the United States, a move supported by many health organizations, including the March of Dimes, neural-tube birth defects have declined 26 percent. What's more, scientific studies have demonstrated that folic acid may also reduce the risk of heart disease and some cancers.

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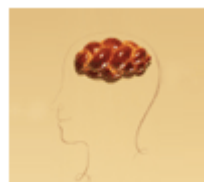
Bread. It's Essential For... A Healthy Diet.

Intelligent Eating - Variety is Key

No single food contains all the essential vitamins, minerals and nutrients we need to be healthy, which is why it's recommended we regularly eat food from all the major food groups - grains, fruits, vegetables, meat, poultry, fish and nuts, milk, cheese and yogurt.

How Much Is Right?

Nutrition experts, including the USDA, recommend grain foods as a foundation for a healthful diet. How much you should eat



each day depends on your age, activity level, body size and gender. The more active you are, the more you can eat. Packaged food labels are based on an average person's need for 2,000 calories a day, which means consuming about 6 ounces of grain foods daily, about three ounces being whole grain foods. A typical day's grains menu might look like this:

Breakfast: Two slices of whole grain toast or a whole grain English muffin

Mid-morning snack: 5-6 whole grain crackers

Lunch: One sandwich on enriched bread, bun or bagel

Dinner: One whole grain dinner roll

It's important to note that children, women and older adults may only need 1,600 calories for the entire day and should consume about five ounces of grain products, three of which are whole grains. On the other hand, teenage boys or very active men might require as many as 2,800 calories a day and could eat as many as 10 ounces of grain foods a day, with five ounces coming from whole grains.

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Bread. It's Essential For... Longevity And Wellness.

Bread and grains have formed the basis of the human diet for more than 10,000 years; not just because they taste good, but because they provide many of the essential elements that help the human body stay healthy and fight diseases, such as:

- Heart disease
- Some cancers
- Diabetes
- Birth defects

Carbohydrates and Diabetes

The recent low-carb craze has caused a fair amount of confusion among consumers regarding nutrition and healthy eating. The simple fact is, adult-onset diabetes is often caused by obesity - not by carbohydrates. In fact, scientific evidence shows that diets rich in complex carbohydrates, especially whole grains, can help prevent obesity and diabetes, as well as effectively manage diabetes for those with the condition.



BREAD. IT'S ESSENTIAL



With a rallying cry of "Bread. It's Essential," Grains for LIFE is a public education campaign to underscore the beneficial role that grain products - particularly bread - play in a healthy, balanced diet. This marks the Grain Foods Foundation's first effort to tout the nutritional benefits of bread and grains - not just the taste.

A recent survey of more than 2,000 American adult consumers conducted by Harris Interactive® for the Grain Foods Foundation found that while 50% of those surveyed indicate that they "love eating bread" and 50% say they "eat bread almost every day," only a scant 12 percent are aware that bread can contribute to the prevention of serious health conditions.

Designed to reinforce the many ways bread and grain products can contribute to longevity, intelligent eating, fitness and energy, the campaign will reach consumers on the street, in health-based locations such as gyms and physician offices, in grocery stores and on the web here at www.grainpower.org.

We invite you to tap into our scientifically-sound resources and panel of experts to learn more about why bread and grains are essential. To set up an interview or request additional information, please contact:

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BREAD MAKES THE WORLD GO ROUND

-- Break Bread in Celebration of World Bread Day --

Judi Adams, MS, RD
President of Grain Foods Foundation

Every culture is different in some way or another – but, there is one commonality that everyone around the world can identify with – Bread. It's the one food that has historical, cultural, symbolic and political significance and that touches virtually each and every culture.

Bread dates back to the Neolithic era; it was one of the first foods that existed, making it the "staff of life." Since it was discovered, its popularity has spread like wildfire and it has quickly become a part of every day life in most cultures and communities. Each culture has taken on its own bread-making tradition and developed hundreds of types of breads that can be seen today. Bread is nutritious, inexpensive and versatile and can make any occasion special. Bread will never go out of style, it's as popular in times of poverty as it is in times of plenty – it's a universal staple.

Even in today's world, with a plethora of food available, bread remains just as important to our diet and culture as it was in the beginning. It has a prominent place internationally at the market, in our cupboards and on our plates.

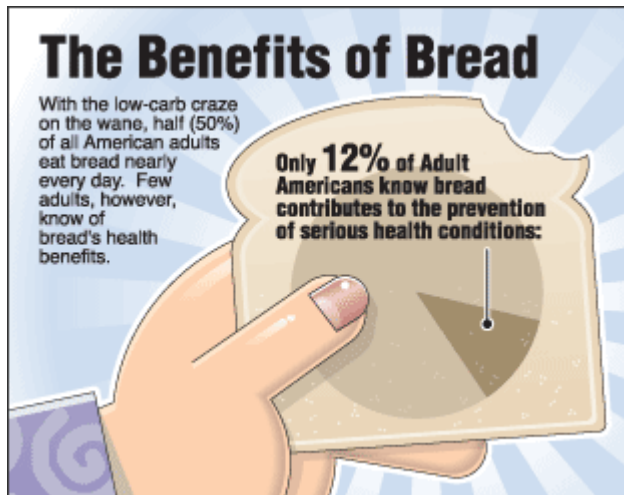
To celebrate everyone's love for Bread and its symbolism of solidarity and ability to share, World Bread Day will take place on October 16.

Bread Facts from Around the World:

- Spain: Bread is called "pan", and has the most different types of bread (approximately 315). There is a region called "Tierra del Pan" (land of the bread).
- Britain and the United States: The most widely consumed type of bread is soft-textured with a thin crust and is sold ready-sliced in packages.
- South Asia (India, Pakistan, etc.): Roti or Chapati, types of flat breads, are commonly used. A variant uses mustard flour rather than wheat flour.
- Morocco & West North Africa: A round bread which is roughly four inches tall is used to eat with most of the Mediterranean's watery cuisine (i.e., hummus, etc.).
- Scotland: Another form of bread called plain bread is also consumed --plain bread loaves are noticeably taller and thinner.
- France: Pan bread is known as pain de mie and is used only for toast or for making stuffing; standard bread (in the form of baguettes or thicker breads) has a thick crust and often has large bubbles of air inside
- Italy: Focaccia is popular in Italy, and is known in Provence as fougasse or as fouace in the rest of southern France.
- China: The traditional Chinese bread is Mantou, made from a white flour dough that is mostly eaten in Northern China.
- Germany (followed by Chile): The two biggest consumers (per capita) of bread.

To CARB OR NOT TO CARB?

As is the case with so many issues these days, the general population is split down the middle of the loaf when it comes to loving bread, as demonstrated by a recent survey of more than 2,000 American consumers. Even though 50 percent of Americans eat bread every day, only a meager 12 percent are aware of the many ways bread can contribute to the prevention of serious health conditions. Furthermore, almost one-quarter of those surveyed still believe that carbohydrate restriction is a sensible dietary approach.



Other key survey findings include:

- **Many American's Still Love Bread**

When asked, half (50%) of American adults indicate they love eating bread. And, 50% indicate they eat bread almost every day.

- **Perceptions Vary Among Ages and Genders**

Women aged 35-44 were the most likely to feel that bread is unhealthy/fattening - nearly one-in-five (19%) thought this to be true.

Love for bread among adult Americans appears to decrease with age: 64% of those aged 18-34 years (including 70% of women in this age range) indicate they love eating bread, while just 39% of those aged 55 years or older agree.

- **We Love Bread for its Sensory and Emotional Benefits**

When asked specifically why they love eating bread, 40% of American adults indicated they "love the way it smells", 20% of adults said because it gives them energy to get through their day, and 14% associate bread with happy memories.

- **But We Don't Understand the Health Benefits of Bread**

Only about one in eight (12%) respondents believe the statement "Bread contributes to the prevention of serious health conditions" including 9% of women aged 35-44.